

IDAHO Adventure Guide

Grid App™ Packages: Business Pro

A Grid App is a mobile app that is built by Affinity Amp and managed on the Affinity Mobile Platform for iPhone, iPad, Android and Mobile Web. There are three parts to an Affinity Grid App.

- The design and building of the app itself
- The publishing of the app in the iTunes and Google Play marketplaces
- The distribution of the app in association with The Idaho Travel Guide

Some widgets are currently under development.

- Share the Moment
- Share Itinerary



TOUR OPERATOR GRID APP

\$2,000 DESIGN & SETUP + \$100-\$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Contact information
- Location Map & Business Hours
- Description of Tour or Tours With Pricing
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

COMMERCIAL ATTRACTIONS/ EVENTS GRID APP

\$2,000 DESIGN & SETUP + \$100-\$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Contact information
- Location Map & Business Hours
- Description of Attraction or Event
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Ticket Pricing
- Current Weather Conditions

- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

DINING/NIGHTLIFE GRID APP

\$1,500 DESIGN & SETUP + \$100-\$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Menu/Pricing
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

DMO GRID APP

(Destination Marketing Organization)

\$1,500 DESIGN & SETUP + \$100-\$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic summary and contact information
- Inquiry form
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Current Weather Conditions
- Event Calendar – Google calendar or other iCal feed
- Location/Attraction Explorer - List of attractions mapped and linked to other Grid Apps if they have been purchased.
- Local business listings in a CSV format from the DMO
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Photo sharing posted to user's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Media Placement – Standard DMO Directory listing - basic destination summary
- Mobile Content Portal – View analytics, modify offers & content

GOLF COURSE GRID APP

\$2,500 DESIGN & SETUP + \$100-\$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Course Description & Map
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Pricing
- Current Weather Conditions
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning - Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

SPA GRID APP

\$1,500 DESIGN & SETUP + \$100-\$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Services Offered With Pricing
- Multimedia gallery of photos hosted on Flickr and videos hosted on YouTube
- Current Weather Conditions
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

AIRLINE GRID APP

\$1,500 DESIGN & SETUP + \$100/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Contact information
- Terminal Maps for Boise & Sun Valley
- Purchase Tickets Integration – Enable ticket purchases for supported networks (with supporting API)
- Idaho Deals – Special offers that can also be aggregated in regional offer decks
- Social Buzz – Facebook and Twitter streams
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

For more information please contact:
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